

CALIFORNIA TRAVEL AND TOURISM COMMISSION SOLICITATION OF PROPOSAL FOR

The 2007 Referendum Outreach Campaign

A. INTRODUCTION

As the number one travel destination in the United States, California annually generates more than \$88 billion each year in travel and tourism spending into the economy, directly supports jobs for almost one million Californians and generates over \$5 billion in state and local tax revenues. Tourism is California's fourth largest employer and among the top three export oriented industries in gross state product. Since 1998, the California Tourism program (a joint marketing venture of the California Travel and Tourism Commission (CTTC) and the California Division of Tourism) has reversed a decade-long decline in domestic market share and the resulting loss of jobs and billions of dollars in travel-related revenues for California.

Today, California Tourism is marketed exclusively by the California Travel and Tourism Commission (CTTC). The CTTC is a private non-profit 501(C) 3 funded by assessed businesses that have an interest in promoting tourism in California. **The Tourism Assessment Program** was created under the **California Tourism Marketing Act** in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment of a non-profit, public benefit corporation, the California Travel and Tourism Commission (CTTC), to oversee the promotion of California as a premier travel destination.

In 2001, the Act was renewed by an 84 percent favorable weighted vote and is scheduled for review by industry referendum in 2007 (every six years). The CTTC oversees the production of a variety of marketing activities, including advertising, visitor publications and cooperative programs – all designed to promote California to travelers, tourists and the travel trade. For more details please visit www.visitcalifornia.com.

B. PURPOSE

The purpose of this Request for Proposal is to seek a contractor to guide the industry in launching and overseeing an aggressive, targeted referendum outreach campaign aimed at educating the 5,500 currently assessed businesses for the need to continue supporting this self assessment. The anticipated dates of the voting period are November 1, through November 21, 2007.

Of the 5,500 assessed businesses, currently 62% are accommodations, 9% are attractions, 15% restaurant and retail, and 14% travel related businesses.

C. MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in meeting these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to the California Travel and Tourism Commission no later than ***FEBRUARY 5, 2007, 5:00 p.m.*** Pacific Standard Time. All questions posed by firms submitting a "letter of intent to bid" will be tabulated with answers and sent back to all bidders.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by the California Travel and Tourism Commission.

- o **Notice of Intent to Bid, Attachment 1**, must be received by ***January 24, 2007***. The notice may be faxed. The NOTICE OF INTENT TO BID is non-binding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

Table of Contents

- o **Services and Activities**: provide description of the nature of the organization's services and activities. Note when the business was established, brief history, and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.
- o **No Conflict of Interest**: client relationships that could potentially be considered a conflict of interest must be listed.
- o **Contract Manager/Team**: identify one individual on the proposer's account team who will manage the contract work. Identify the role of each member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
- o **Scope of Work, Attachment 2**: proposal must address all the items as described in SCOPE OF WORK in detail.
- o **Budget Form, Attachment 3**: a completed BUDGET FORM, Attachment 3, must be included. All costs associated with the Scope of Work must be included in the format provided.
- o **Financial Statement**: proposer must provide evidence of financial stability. The proposer must document sufficient financial resources necessary to perform all services associated with this contract. Financial statements are required in the form of a balance sheet and/or income statement for the last year these are available. Financial statements are confidential, and must be labeled "confidential" and submitted in a separate envelope. One set is sufficient.

D. AVAILABLE FUNDS/CONTRACT

The California Travel and Tourism Commission is seeking proposals at two budget levels: \$150,000 and \$200,000 respectively with an analysis of proposed needs prepared by the proposer. The representation contract is awarded for services rendered, depending on need, for the 2007 calendar year. The budgets should include out-of-pocket costs, reimbursements, sub-contractors, and service fees, with a ceiling on the total contract amount. Proposals should be developed using two budget scenarios the least of which should be \$150,000 and the second not greater than \$200,000.

The duration of the initial contract between the California Travel and Tourism Commission and the successful proposer is expected to begin upon the date of contract approval March 19, 2007 and terminate on or near December 1, 2007.

E. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of the Commission.

Proposal Released	JANUARY 4, 2007
Notice of Intent to Bid	JANUARY 24, 2007
Written Questions Due	JANUARY 26, 2007
Question and Answer Summary mailed on or near	FEBRUARY 1, 2007
PROPOSAL DUE DATE	FEBRUARY 21, 2007
Evaluation by Scoring Committee	FEBRUARY 22, 2007- MARCH 7, 2007
The Commission reserves the right to conduct oral interviews, if necessary	MARCH 12-16, 2007
Commission Awards Contract and Posts Public Notice of Intent to Award Contract	MARCH 19, 2007
Contract in place when fully executed	APRIL 1, 2007

F. DELIVERY OF PROPOSAL

Each bidder is required to deliver five (5) typed copies of its proposal to the California Travel and Tourism Commission office at the address listed below, no later than FEBRUARY 28, 2007, 5:00 p.m. Pacific Standard Time. Proposal may not be faxed or e-mailed. Proposals may be sent by courier such as Federal Express, UPS, etc. to:

**California Travel and Tourism Commission
C/O Susan Wilcox, Chief Deputy Director
980 Ninth Street, Suite 480
Sacramento, CA 95814, USA
916.319.5412 telephone
ATT: Referendum 2007**

NOTICE OF INTENT TO BID

Due Wednesday, January 24, 2007, 5:00 p.m. Pacific Standard Time

**FAX or SEND TO:
California Travel and Tourism Commission
C/O Susan Wilcox, Chief Deputy Director
980 Ninth Street, Suite 480
Sacramento, CA 95814, USA
916.319.5412 telephone
916-444-0410 fax
ATT: Referendum 2007**

Name of Bidder/Company:
Contact Person:
Mailing Address:
Telephone:
Fax number:
E-Mail Address
SIGNED:

ATTACHMENT 1

SCOPE OF WORK Referendum Campaign 2007

The successful bidder will be required to complete the following work. Two budget scenarios are requested, one at the \$150,000 level and a second at the \$200,000 level. The maximum amount available for this work is \$200,000. For all services listed in the scope of work, the proposer must show the cost, broken out by agency fees, out-of-pocket expenses and hourly rates, as outlined on the "Budget Pages".

Referendum Campaign 2007 should encompass a total work plan to promote and protect the work being done by the California Travel and Tourism Commission including but not limited to: 1) message development, 2) business outreach, 3) earned media.

Contractor goal should be to assist the industry to speak with one voice, and in a coordinated way, to mobilize supporters and persuade others to support the CTTC, and specifically, its marketing efforts.

Contractor shall report directly to CTTC staff and commissioners designated to lead this effort. Contractor product should empower this team to lead the coordinated effort by the industry leaders to educate businesses about the success of California Tourism's marketing programs and what the net impact to the state economy would likely be if these programs were abandoned.

Tourism is a massive industry with many different companies, interests and voices. This can be both an advantage and a disadvantage. It is clearly an advantage if the industry can mobilize its many different segments to speak with one voice and focus on messages important to building a broad base of support.

Once a message is developed, the industry must stick to that message, share it and provide feedback – so that the industry as a whole can make informed decisions about what and where to adjust or strengthen the message.

Third party reinforcement of our messages can be delivered to both business and community leaders by using stories and editorials to encourage protection of California's tourism industry. An earned media strategy should be considered which could serve to highlight the achievements of the CTTC and alternatively the risks associated with the abandonment of those critical marketing programs.

Message Development

Deliverables should include but not necessarily limited to: talking points for industry representatives, position papers, studies and reports substantiating industry claims about the success and impact of losing the CTTC programs.

Outreach and Education

Deliverables should include but not be necessarily limited to: planning meetings and regularly scheduled coordinating meetings and/or conference calls, supporting deliverables, studies, reports, and industry action alerts.

Earned Media

Deliverables should include but are not necessarily limited to: Opinion-Editorials, editorials, favorable stories.

Account Administration

Provide bi-weekly updates and monthly reports on activities and accomplishments

Campaign Plan/Timeline/Work Plan

Provide an initial campaign plan with detailed elements of execution including but not limited to a timeline, initial strategies and tactics along with substantiation.

BUDGET FORM

	Out-of-pocket reimbursement expenses/sub- contractors	Proposer's hourly rate, commissions and fees	Total
1. Message Development/ Research			
2. Education & Outreach			
3. Earned Media			
4. Account Administration			
5. Total Cost			

TOTAL NOT TO EXCEED \$150,000**BASIS FOR EXPENSES**

Hourly rates and fees for professional skills must be broken out; out-of-pocket expenditures or reimbursable costs must be shown for each task. Account administrative costs should be estimated (these costs include telephone, postage, travel, shipping, research, etc.). **For each budget category, proposer must show on separate sheets how each of the costs were developed.** Proposers must show hourly rates and number of hours for each task and/or show fees and commissions for each task. The total cost of all tasks (including travel) cannot exceed \$150,000. The intent is that the proposer demonstrate that the above price is appropriate and realistic.

BUDGET FORM

	Out-of-pocket reimbursement expenses/sub- contractors	Proposer's hourly rate, commissions and fees	Total
2. Message Development/ Research			
2. Education & Outreach			
3. Earned Media			
4. Account Administration			
5. Total Cost			

TOTAL NOT TO EXCEED \$200,000**BASIS FOR EXPENSES**

Hourly rates and fees for professional skills must be broken out; out-of-pocket expenditures or reimbursable costs must be shown for each task. Account administrative costs should be estimated (these costs include telephone, postage, travel, shipping, research, etc.). **For each budget category, proposer must show on separate sheets how each of the costs were developed.** Proposers must show hourly rates and number of hours for each task and/or show fees and commissions for each task. The total cost of all tasks (including travel) cannot exceed \$200,000. The intent is that the proposer demonstrate that the above price is appropriate and realistic.

ATTACHMENT 3

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the criteria shown as follows for each component; each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

1. EXPERIENCE/DEMONSTRATED RESULTS OF FIRM FOR CAMPAIGN MANAGEMENT Quality of experience in previous grass roots campaigns and ability to implement a campaign. How was the success of previous campaign measured?	Max. Points 20	Score _____
2. SCOPE OF WORK Quality, creativity and perceived effectiveness of proposed programs in scope of work and likelihood of achieving program objectives. Effectiveness and suitability of strategic and tactical approach. Detail of plan.	20	_____
3. FAMILIARITY WITH CALIFORNIA TOURISM INDUSTRY Extent of knowledge and familiarity with the California travel industry.	10	_____
4. QUALIFICATIONS OF PERSONNEL AND PROPOSED SUBCONTRACTORS Prior experience and how it related to this project.	10	_____
5. CAPABILITIES OF FIRM Quality of past performance for varied accounts on developing effective public relations programs. References.	20	_____
6. COST EFFECTIVENESS The maximum services are provided in relation to the cost per hour fee charged and value of overall project. The budget is reasonable and appropriate.	20	_____
TOTAL POINTS	100	_____

**ATTACHMENT 4
FOR COMMISSION USE ONLY**

Bid/Proposal: _____

Evaluated By: _____

Date: _____

ORAL INTERVIEW CRITERIA

The evaluation committee may, if they deem necessary, select certain proposers for oral interviews. Interviews apply only to the top finalist(s), as determined by the evaluation committee. This oral interview will allow finalists to demonstrate their understanding of the project objectives, and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the interview via teleconference, or at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews, if needed, so that grading of oral interviews may be done by fewer than the entire committee.

If interviews are not required, the maximum number of points is 100. If interviews are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview.

	Max. Points	Score
1. Quality and completeness of answers regarding the proposed work plan. Professionalism of personnel assigned to the account.	20	_____
2. Proposer's ability to integrate its ideas into the Commission's overall tourism objectives.	10	_____
3. Quality of proposed strategies and work samples.	20	_____
SUBTOTAL POINTS	50	_____
TOTAL POINTS	150	_____